

§ 6.1

- 6.26 Indirect interest.
- 6.27 Proprietary interest.

INTEREST IN RETAIL PROPERTY

- 6.31 General.
- 6.32 Indirect interest.
- 6.33 Proprietary interest.
- 6.34 Mortgages.
- 6.35 Renting display space.

FURNISHING THINGS OF VALUE

- 6.41 General.
- 6.42 Indirect inducement through third party arrangements.
- 6.43 Sale of equipment.
- 6.44 Free warehousing.
- 6.45 Assistance in acquiring license.
- 6.46–6.47 [Reserved]

PAYING FOR ADVERTISING, DISPLAY OR DISTRIBUTION SERVICE

- 6.51 General.
- 6.52 Cooperative advertising.
- 6.53 Advertising in ballparks, racetracks, and stadiums.
- 6.54 Advertising in retailer publications.
- 6.55 Display service.
- 6.56 Renting display space.

GUARANTEEING LOANS

- 6.61 Guaranteeing loans.

EXTENSION OF CREDIT

- 6.65 General.
- 6.66 Calculation of period.
- 6.67 Sales to retailer whose account is in arrears.

QUOTA SALES

- 6.71 Quota sales.
- 6.72 “Tie-in” sales.

Subpart D—Exceptions

- 6.81 General.
- 6.82 [Reserved]
- 6.83 Product displays.
- 6.84 Point of sale advertising materials and consumer advertising specialties.
- 6.85 Temporary retailers.
- 6.86–6.87 [Reserved]
- 6.88 Equipment and supplies.
- 6.89–6.90 [Reserved]
- 6.91 Samples.
- 6.92 Newspaper cuts.
- 6.93 Combination packaging.
- 6.94 Educational seminars.
- 6.95 Consumer tasting or sampling at retail establishments.
- 6.96 Consumer promotions.
- 6.97 [Reserved]
- 6.98 Advertising service.
- 6.99 Stocking, rotation, and pricing service.
- 6.100 Participation in retailer association activities.
- 6.101 Merchandise.

27 CFR Ch. I (4–1–03 Edition)

- 6.102 Outside signs.

Subpart E—Exclusion

- 6.151 Exclusion, in general.
- 6.152 Practices which put retailer independence at risk.
- 6.153 Criteria for determining retailer independence.

AUTHORITY: 15 U.S.C. 49–50; 27 U.S.C. 202 and 205; 44 U.S.C. 3504(h).

SOURCE: T.D. ATF–74, 45 FR 63251, Sept. 23, 1980, unless otherwise noted.

Subpart A—Scope of Regulations

§ 6.1 General.

The regulations in this part, issued pursuant to section 105 of the Federal Alcohol Administration Act (27 U.S.C. 205), specify practices that are means to induce under section 105(b) of the Act, criteria for determining whether a practice is a violation of section 105(b) of the Act, and exceptions to section 105(b) of the Act. This part does not attempt to enumerate all of the practices that may result in a violation of section 105(b) of the Act. Nothing in this part shall operate to exempt any person from the requirements of any State law or regulation.

[T.D. ATF–364, 60 FR 20421, Apr. 26, 1995]

§ 6.2 Territorial extent.

This part applies to the several States of the United States, the District of Columbia, and Puerto Rico.

§ 6.3 Application.

(a) *General.* This part applies only to transactions between industry members and retailers. It does not apply to transactions between two industry members (for example, between a producer and a wholesaler), or to transactions between an industry member and a retailer wholly owned by that industry member.

(b) *Transaction involving State agencies.* The regulations in this part apply only to transactions between industry members and State agencies operating as retailers as defined in this part. The regulations do not apply to State agencies with regard to their wholesale dealings with retailers.